



# Official Rules

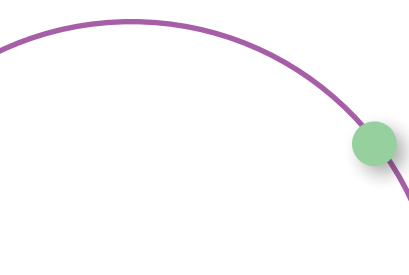
# 2025

For more information visit [.ORG Impact Awards](https://www.orgimpactawards.com)



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# OVERVIEW

The .ORG Impact Awards is a program open globally to recognize and celebrate individuals and organizations that have a connection to a registered .ORG domain for their contributions, achievements, and impact they have made in their communities.



## ELIGIBILITY

The .ORG Impact Awards (the “Program”) is open only to individuals who are at least eighteen (18) years old and have permission to nominate the individual or entity that is the registrant, or is affiliated with the registrant, of a second level .ORG domain name. Individuals or entities who reside in the Islamic Republic of Iran, Democratic People’s Republic of Korea, Sudan, the Syrian Arab Republic, or Crimea may not nominate or be identified as a “Nominee” (defined below in Section 5). Employees of Public Interest Registry and any of its parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to nominate individuals or entities, or be considered as a Nominee for any award. The Program is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

## SPONSOR

Public Interest Registry, 11911 Freedom Drive, 10th Floor, Suite 1000, Reston, VA 20190, U.S.A.

## AGREEMENT TO OFFICIAL RULES

Participation in this Program constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s decisions are final and binding in all matters related to this Program. Being designated as a winner is contingent upon fulfilling all requirements set forth herein.

## TIMING

The Program begins on April 23, 2025 at 12.00 p.m. United States Eastern Time (“ET”) and ends on June 4, 2025 at 11:59 p.m. ET (the “Program Period”). Sponsor’s computer is the official time-keeping device for the Program.

# HOW TO ENTER

During the Program Period, entrants (now referred to as “Nominators”) must visit <https://orgimpact.awardsplatform.com/> and follow the links and instructions to complete and submit the online form, including Nominator’s personal information, Nominee’s information (including name and title for an Individual Award Category, Organization name, URL, and description), and the Award Category. Depending on the Award Category selected, Nominator will provide written responses to applicable questions and at least one (1) supporting document (max of five (5) supporting documents), collectively referred to as “Nomination” or “Submission”.

The following describes each Award Category and its entry requirements:



## HEALTH AND HEALING

Recognizes an organization or individual dedicated to advancing health and well-being in their community by ensuring access to care, resources, and support.



## QUALITY EDUCATION FOR ALL

Recognizes an organization or individual expanding access to education, fostering learning opportunities that empower individuals, and creating pathways to a brighter future for all.



## DIVERSITY, EQUITY, AND INCLUSION

Recognizes an organization or individual fostering a more inclusive and equitable world by breaking down barriers, amplifying underrepresented voices, and driving meaningful change that creates opportunities for all.



## ENVIRONMENTAL STEWARDSHIP

Recognizes an organization or individual leading the way in protecting our planet, promoting sustainability, and inspiring communities to create a healthier, more resilient future.



## HUNGER AND POVERTY

Recognizes an organization or individual who has made significant contributions and innovations to combat hunger, reduce poverty, and create lasting economic opportunities that uplift individuals and communities.



## COMMUNITY BUILDING

Recognizes an organization or individual whose efforts have contributed to changing or enhancing the lives of those in the community the nominee serves, whether on a local, national, or global level.



## RISING STAR

Recognizes an individual under the age of 30 on December 31, 2025, who is shaping the future, demonstrating leadership, and driving impact through their passion, innovation, and commitment to positive change.



## .ORG OF THE YEAR AWARD

Registrants of the .ORG domain transcend the traditional nonprofit world and include for-profit organizations and community groups as well. The .ORG of the Year award will recognize one outstanding organization (individuals are not eligible for this award):

This award recognizes and honors an organization or individual for outstanding achievement as evidenced by results and/or contributions to its sector, constituents, community, or society at large. The winners in the other seven categories are automatically eligible for this award. Where a finalist is an individual, the organization they are affiliated with will be eligible. The .ORG of the Year will be selected by PIR in its sole discretion.

Nominator must provide written responses to each of the following questions (up to 500 words for each question):

### **For Health and Healing, Quality Education for All, Diversity, Equity and Inclusion, Environmental Stewardship, Hunger and Poverty and Community Building:**

- What challenge, opportunity, or situation was the nominee seeking to address?
- What was the nominee's approach to addressing the challenge, opportunity, or situation?
- What was the outcome of the nominee's actions to address the challenge, opportunity or situation? Include any specific results or testimonials from affected community members.
- Describe how the nominee's efforts, contributions, and leadership contributed to achieving its goals and led to the betterment of the organization and/or society at large?

### **For Rising Star:**

- What challenge, opportunity, or situation was the nominee seeking to address?
- Had that challenge, opportunity, or situation not been addressed in a significant way before?
- What was the outcome of the nominee's actions to address the challenge, opportunity or situation? Include any specific details.
- What new and innovative ways or platforms did the nominee use to address the challenge and how did that inspire others to engage or take on similar challenges themselves?

## SUPPORTING MATERIALS FOR ALL NOMINATIONS

Supporting documentation will bring your award entry to life. Each award entry can be supported by up to five (5) supporting documents, which will be accepted in the following forms: URL, .JPEG, .MOV, or PDF. The maximum file size supported is 5MB. Video content may be shared as a link to a public site (e.g. YouTube or Vimeo). One (1) supporting document is required for each Nomination, regardless of Award Category; a maximum of five (5) supporting documents can be included. Supporting documents should not include any confidential information (or this information should be redacted).



# GENERAL REQUIREMENTS FOR ALL ENTRIES

By uploading personal information, responses to questions, and supporting documents (at least one (1) and up to five (5)), ("Submissions"), you agree that your Submission conforms to the guidelines, permissions, and content restrictions and that Sponsor, in its sole discretion, may disqualify you if it believes that it fails to conform.

## **GUIDELINES:**

- All organizations nominated to any category must have a website hosted on the .ORG domain.
- All individual Nominees must have an established role at an organization with a website on the .ORG domain.
- The Nominee must be the registrant, or affiliated with the registrant, of a second level .ORG domain name.
- The URL of the website must resolve to a .ORG domain name.
- All Submissions will be evaluated in English. If the initial Submission is not in English, Google Translate will be used during the judging process to evaluate entry.
- Activities highlighted in the Submission must have occurred between April 23, 2024 and April 23, 2025. If the activity began before April 23, 2024 or extends beyond April 23, 2025 the entry is still eligible so long as meaningful activity occurred between the two dates.
- Organizations and individuals may submit to more than one (1) award category, but each Submission must be original (i.e., an entry for one (1) award may not be resubmitted verbatim to another award). Applications are evaluated on merit and not as a sweepstakes. Multiple entries by one (1) organization in the same category does not increase an organization's chances of winning.
- The Nominator must be at least 18 years old and have permission to nominate the individual or organization that uses or has a connection to a .ORG domain.
- A Nominee may be less than 18 years of age. However, if a Nominee less than 18 years of age qualifies as a finalist they will be required to complete a consent form signed by their parent or legal guardian.
- Individuals or organizations who reside in the Islamic Republic of Iran, Democratic People's Republic of Korea, Sudan, Syrian Arab Republic, or Crimea may not nominate or be identified as a "Nominee."
- Employees of Public Interest Registry and any of its parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to nominate individuals or organizations or be considered as a Nominee.

## **PERMISSIONS**

Entrant/Nominator must have permission from the Nominee (either the individual or where an organization is being nominated, someone who has authority to approve) to enter this Program. Nominator must have permission to submit any documents that include any recognizable individuals who appear in the Submission to use their names and likenesses in the Submission and to grant the rights set forth herein. Minors may only be included in the Submission if entrant is their parent or legal guardian. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

## CONTENT RESTRICTIONS

- The Submission must not disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, offensive, indecent, obscene, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- The Submission must not contain material that is unlawful, in violation of, or contrary to, the laws or regulations in any state where Submission is created.

## LIMIT

A Nominator may submit Nominations for all Categories. However, each Submission must be unique. Sponsor reserves the right to modify the Award Category selected as necessary if it believes that the content of the Submission fits better in a different Award Category.

Submissions generated by script, macro, or other automated means are void. In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant and must comply with these Official Rules. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 11, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, unintelligible, garbled, delayed, or misdirected Submissions; all of which will be void.

## SPONSOR’S USE OF SUBMISSIONS

Uploading a Submission constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media, or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. As part of an entrant’s Submission, consent to process any personal data contained in the Submission will be requested. This allows the Sponsor to both process the Submission and provide the marketing and promotion for Finalists and winners as described. Should an Entrant wish to not have their personal data processed it may limit the Sponsor’s ability to provide all described marketing and promotional opportunities for Finalists and winners.

# WINNER DETERMINATION

Winners and Finalists will be determined according to the process set forth on the follow page.

After the end of the Program Period, Finalists and winners of The .ORG Impact Awards are selected based on the merit of their entries in two rounds. This is not a sweepstakes, contest, or “game of chance.”

- Round 1: all entries reviewed by the Review Panel (PIR staff, PR agency, or other PIR agents) to identify 10 top entries in each category.
- Round 2: all entries reviewed by the Judges Panel (comprised of leaders in the internet, nonprofit, and marketing sectors) with the objective of identifying a winner in each category.
- Each entry will be vetted by The .ORG Impact Award organizers to ensure it meets all eligibility requirements and adheres to the official rules.
- The .ORG Impact Award organizers may move an entry to another category if it is deemed to be unsuitable for the category selected, but appropriate for another.
- All judges will sign a confidentiality agreement that prohibits them from disclosing information from entry Submissions.
- Judges will be instructed to recuse themselves from judging entries where they might have a conflict of interest. (e.g., if they are a member of a submitting organization).
- A maximum of five (5) entries will make up a subcategory finalist list.
- Judges do not discuss their individual scores with anyone—not even each other. As such, judges will not know the winners until the celebratory event in October.

**CREATIVITY/QUALITY** (20 points) Does the entry showcase new ways of thinking, innovative problem solving, or creative strategies in conjunction to approaching a problem/challenge? How unique is the planning or strategy developed by the person or group highlighted in the entry?

**PLANNING/IMPLEMENTATION** (20 points) What leadership qualities does the person or organization exhibit? Does the entry highlight exceptional strategic planning, as led by the nominated person or group? Does the person or organization exhibit over-the-top initiative to execute a program or approach to solving the defined problem/challenge?

**ASSESSMENT/RESULTS** (20 points) Do the results highlighted in the entry showcase outstanding achievement within a defined group (small team, organization, or defined community)? What effort was made to assess whether goals were achieved, either qualitatively or quantitatively? Does the entry include specific and measured results against initial goals(s)/objective(s)?

**COMMUNITY IMPACT** (20 points) Do the results have a meaningful impact in the local community, the region, or the world?

**CONTENT/COMPELLING STORY** (20 points) How did the nominated person or organization participate in the identification of a problem/challenge? Is a strategy or approach clearly identified against the problem/challenge? Were goals(s)/objective(s) thoughtfully considered and clearly stated? Did the organization or individual share a clear, relevant story or testimonial about the positive change the organization or individual has made this year?

To qualify as a winner or Finalist, the Submission must receive a total score of at least 50 points (“Threshold Score”). Sponsor reserves the right to not select a winner or all four Finalists if there are not sufficient Submissions that meet the Threshold Score. Sponsor will not disclose judging scores.

The Nominee highlighted in the highest scoring Submission that meets or exceeds the Threshold Score for each Award Category will be deemed the potential winner for the applicable Award Category. The Nominees highlighted in the next four highest scoring Submissions that meet or exceed the Threshold Score for each Award Category will be deemed the potential Finalists for the applicable Award Category.

In the event of a tie, the Nominee (individual or entity) highlighted in the Submission that received the highest score for Creativity/Quality, as determined by the qualified judges, in their sole discretion, will be deemed the applicable winner or Finalist from among the tied Submissions. If scoring for creativity/quality is the same, PIR in its sole discretion may determine co-award winners to share the award.



## FINALIST AND WINNER NOTIFICATION

Sponsor will notify the Nominators associated with each of the potential Finalists and winners by email, on or around July 30, 2025. Sponsor will ask each Nominator to have the Nominee or authorized representative of the Nominee to contact the Sponsor within seven (7) days of the date notice is sent. If potential Nominee Finalists and winners do not respond to Sponsor confirming acceptance, Sponsor may select alternate Finalists and winners using the judging process described in Section 7.

## PRIZES

The finalists in each award category will have the opportunity to direct a donation to a charitable organization of their choice as follows:

.ORG IMPACT AWARDS  
.ORG of the Year

**\$40,000 USD**

All winners

**\$10,000 USD**

All non-winning  
finalists

**\$2,500 USD**

### Other Elements of Value

- Free advertising and promotion during this time and with continued consent, our future marketing efforts, and,
- A custom category trophy.

**For All Prizes:** Sponsor reserves the right to approve charitable entities selected by each winner. Charitable entity must be a 501(c)(3) or equivalent if from a country outside of the United States.

## INVITATION TO THE .ORG IMPACT AWARDS EVENT

Each finalist will be invited to a celebratory event on October 7, 2025 in Washington, D.C. to honor the amazing work of the .ORG community and to announce the winners of each category and the .ORG of the Year. Finalists will receive complimentary travel to attend the event (up to \$2,000 USD), including round trip transportation for two (2), two (2) night's accommodations, and meal voucher for two (2) adults.

## RELEASE

By receipt of any prize, each Finalist and Winner agrees to release and hold harmless the Sponsor, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees, and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Program or receipt or use or misuse of any prize, including any related travel.

## **PUBLICITY**

Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Submission, and/or prize information in connection with the Program on current or future social media or promotional marketing materials for the awards worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission, or other consideration, except where prohibited by law.

## **GENERAL CONDITIONS**

Sponsor reserves the right to cancel, suspend and/or modify the Program, or any part of it, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Program, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to the time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Program or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner, and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Program may be a violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

## **LIMITATIONS OF LIABILITY**

Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical, or other errors or by any of the equipment or programming associated with or utilized in the Program; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Program; (4) printing, typographical, technical, computer, network, or human error which may occur in the administration of the Program, the uploading, the processing or judging of Submissions, the announcement of the prizes, or in any Program-related materials; (5) late, lost, undeliverable, damaged, or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Program or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled, or delayed computer transmission, or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission.

## DISPUTES

Except where prohibited, each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Program or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Virginia or the appropriate Virginia State Court located in Fairfax County, Virginia; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Program, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Program, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Virginia without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Virginia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Virginia.

## ENTRANT'S PERSONAL INFORMATION

By participating in the Program, Nominator provides informed consent to the collection, processing, and transfer of their personal data and acknowledges that data will be processed by Sponsor for the purposes of administration of the Program and for the purposes noted in Section 12 of these rules. Depending upon the location of the entrant, the entrant should be aware that consent covers the potential transfer of EEA data outside of the EEA. All information submitted to the Sponsor as part of this Program will be treated in accordance with the following privacy policy, available at <https://thenew.org/org-people/about-pir/policies/pir-privacy-policy/>. Personal information will be used to communicate with entrants, contact potential winners, and to send occasional emails and newsletters regarding the .ORG Impact Awards, and .ORG programs and events. Nominators and Nominees have the right to access, withdraw, and correct their personal data at any time, the right to restrict or object to the processing of their personal data, the right to data portability, as well as the right to define directives regarding the fate of your personal data after your death. In addition, entrants may revoke their consent to process and/or transfer their data at any time. Entrants may request such action by contacting the Sponsor at [privacy@pir.org](mailto:privacy@pir.org). The data controller is the Sponsor. Transfer of personal data from the EEA to the United States are subject to adequate safeguards as set forth in the relevant privacy policy identified above and by informed consent given by the entrant upon Submission of the nomination. Entrants should be aware that if consent to process and transfer their data is not provided it may limit the entrant's ability to participate in the Program and or limit the ability of the Sponsor to communicate with the entrant. The purposes for collection, processing, and transfer of entrant data are made explicit during the entry process.

## WINNER ANNOUNCEMENT

Finalists will be announced on or after August 12, 2025 on the promotion website:

<https://www.orgimpactawards.org/>

Winners will be announced during the in-person celebratory event in October through various channels, including social platforms and on the promotional website.

**NO PURCHASE NECESSARY**



Public Interest Registry—the people behind .ORG—is the proud sponsor of the .ORG Impact Awards. For questions about the program or if you experience technical difficulties during the submission process, please email [information@orgimpactawards.org](mailto:information@orgimpactawards.org).

For more information, visit the .ORG Impact Awards website:

<https://www.orgimpactawards.org>.